

Message Text

UNCLASSIFIED

PAGE 01 LIMA 10230 041611Z

62

ACTION ARA-10

INFO OCT-01 ISO-00 COME-00 EB-07 RSC-01 USIA-15 CIAE-00

INR-07 NSAE-00 /041 W

----- 077604

R 041520Z DEC 74

FM AMEMBASSY LIMA

TO SECSTATE WASHDC 3005

UNCLAS LIMA 10230

E.O. 11652: N/A

TAGS: BEXP, PE

SUBJECT: FIRST QUARTERLY REVIEW OF FY 1975 - COMMERCIAL ACTION
PROGRAM (CAP) - PERU.

REF: A) LIMA-7462; B) STATE 255169

1. DELAY IN FORWARDING FIRST QUARTERLY REVIEW OF FY 1975 CAP
WAS BECAUSE ALMOST ALL RESOURCES OF COMMERCIAL SECTION WERE
DEVOTED EXCLUSIVELY TO CAMPAIGN NO. 1 - U.S. PAVILION IN WORLD
MINING FAIR, NOVEMBER 3-12.

2. U.S. PAVILION WAS LARGEST AND BEST EQUIPPED IN FAIR. OVER
50 U.S. FIRMS WERE REPRESENTED AND EXHIBIT COVERED TOTAL AREA
OF OVER 6,000 SQ. METERS. A TOTAL OF \$132,960 WAS COLLECTED
IN EXHIBITORS FEES. WITH SOME FIRMS STILL TO REPORT, ON-SPOT
SALES TOTALLED \$3.14 MILLION AND POTENTIAL SALES WITHIN NEXT
12 MONTHS ESTIMATED AT \$21.3 MILLION. THIS WAS FIRST MAJOR U.S.
TRADE FAIR EFFORT SINCE 1967 AND RESULTS FULLY JUSTIFIED MAJOR
EMPHASIS GIVEN.

3. BASED ON 1973 STATISTICS, ON-SPOT SALES WERE ALMOST 15
PERCENT OF TOTAL YEARLY IMPORTS OF CONSTRUCTION AND MINING
MACHINERY FROM U.S. AND POTENTIAL SALES NEXT 12 MONTHS EQUALS
TOTAL 1973 IMPORTS FROM U.S. IN THESE CATEGORIES. PARTICIPATION
THUS WILL CONTRIBUTE SIGNIFICANT ADDITIONAL EXPORTS TO PERU.

4. IN ADDITION TO COMMERCIAL ASPECT, U.S. PARTICIPATION
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 LIMA 10230 041611Z

INDICATED THAT USG WAS GENUINELY INTERESTED IN ECONOMIC FUTURE

OF PERU AND WAS PREPARED TO BACK THIS INTEREST BY MOUNTING A MAJOR TRADE PROMOTION EFFORT.

5. ALL SECTIONS OF THE EMBASSY ASSISTED, USIS ASSISTANCE MERITED THE COMMENT FROM THE EXHIBIT MANAGER THAT IT COULD BE USED AS A "MODEL EXAMPLE" OF USIS SUPPORT OF EXPORT EXPANSION EFFORTS. ALL LISTED ACTIONS UNDER CAMPAIGN 1 WERE CARRIED OUT. EMBASSY POUCHING COPY FINAL REPORT AND CATALOGS - ATTN: E.COHEN ARA/ECP.

6. REGARDING CAMPAIGN 2, GOP IS STILL INTERESTED IN EXIM FINANCING BUT NO MAJOR LOAN APPLICATION YET PRESENTED. U.S. COMPANIES, HOWEVER, HAVE BEEN AWARDED CONTRACT FOR CONSTRUCTION OF 50 PERCENT OF PIPELINE AT CONTRACT PRICE OF \$142 MILLION. REMAINDER OF PIPELINE TO BE CONSTRUCTED BY ARGENTINE COMPANY. ALTHOUGH LOAN APPLICATION HAS NOT GONE FORWARD, AWARDING OF CONSTRUCTION CONTRACT TO U.S. COMPANIES REPRESENTS MAJOR GAIN FOR U.S. EXPORTS TO PERU.

7. COMATT HAS CONTINUED HIS CONTACTS WITH ELECTRO-PERU ON CHARCANI HYDROELECTRIC PROJECT (CAMPAIGN 3). NEXT MAJOR STEP IS TO OBTAIN COPY OF REVISED FEASIBILITY STUDY.

8. CAMPAIGN 4 ON COLOR TELEVISION HAS BEEN DORMANT DUE TO CONCENTRATION ON CAMPAIGN 1 AND BECAUSE GOP DOES NOT SEEM TO BE CLOSE TO ANY DECISION ON WHICH COLOR SYSTEM TO ADOPT. PRELIMINARY PAPERWORK GOING AHEAD ON ARRANGING LEADER GRANT TO U.S. FOR COLOR TV EXPERT OF ANDEAN GROUP SECRETARIAT.

9. ON SURVEY CAMPAIGN, CIMS ON ELECTRONIC CALCULATORS HAS GONE FORWARD (SEE LIMA'S A-256 OF NOV. 21, 1974). OTHER ACTIONS LEFT PENDING DUE TO CONCENTRATION ON CAMPAIGN 1. DESPITE FOCUS ON WORLD MINING FAIR, DURING PERIOD JULY 11-NOVEMBER 28, EMBASSY HAS FORWARDED TOTAL OF 52 TRADE OPPORTUNITIES OF ALL TYPES PLUS REPORTS ON MAJOR PROJECTS, COMPARED TO A TOTAL OF 38 FOR THE COMPARABLE 1973 PERIOD.
DEAN

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 04 DEC 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974LIMA10230
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740352-0343
From: LIMA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19741262/aaaacarq.tel
Line Count: 98
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: A) LIMA-7462; B) STATE 255169
Review Action: RELEASED, APPROVED
Review Authority: izenbei0
Review Comment: n/a
Review Content Flags:
Review Date: 21 AUG 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <21 AUG 2002 by ReddocGW>; APPROVED <13 FEB 2003 by izenbei0>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FIRST QUARTERLY REVIEW OF FY 1975 - COMMERCIAL ACTION PROGRAM (CAP) - PERU.
TAGS: BEXP, PE
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005